



Developing an Effective Federal Marketing Strategy

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Develop Your Marketing Message for Government

- Know the agency, its mission and its initiatives
- Create specific, targeted messages with solutions
- Brand your products
- Listen to your customer
- Deliver message with enthusiasm and confidence



How to Reach Government Agencies

- Understand the procurement process (See Website later)
- Develop a marketing strategy and plan
- Know whom to approach about your product or service
- It's all about relationships, relationships, relationships



How to Find or Reach Government Employees

- Join associations and interest groups—go to meetings and volunteer
- Sponsor free seminars or workshops
- Seek speaking engagements at conferences

How to Find or Reach Government Employees, 2

- Use media that government employees read, hear, or see to promote your product or service and someone may call you!
- Exhibit and provide great handouts or freebies

How to Find or Reach Government Employees, 3

- Get on the GSA Schedule (see website later)
- Add a subscription service to your web site
- Make sure all of your employees know your services, have business cards, and network everywhere they go



How to Find or Reach Government Employees, 4

- Register topical web pages with Google
- Hold kick off events and invite government employees
- When your company delivers a service or product, get testimonials

How to Find or Reach Government Employees, 5

- Pick up the phone and call whether it's a cold call or a hot prospect
- Ask to meet; ask for advice
- Never ask a government employee to violate our procurement ethics

Internet Marketing Resources from Government (Really)

- FirstGov.gov for Businesses and Nonprofits

[http://www.firstgov.gov/Business/
Business_Gateway.shtml](http://www.firstgov.gov/Business/Business_Gateway.shtml)

- Selling to the Government

[http://www.firstgov.gov/Business/
Sell_To_Gov.shtml](http://www.firstgov.gov/Business/Sell_To_Gov.shtml)

Internet Marketing Resources from Government (Really) 2

- GSA Schedules

[http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=8106&contentType=GSA OVERVIEW](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=8106&contentType=GSA_OVERVIEW)
[W](#)

- Buying from the Government

<http://www.firstgov.gov/Business/Buy From Gov.shtml>

Internet Marketing Resources from Government (Really) 3

- Understanding Marketing

<http://www.sba.gov/managing/marketing/market.html>

- 100+ Marketing Ideas

<http://www.sba.gov/managing/marketing/100ideas.html>

Internet Marketing Resources from Government (Really) 4

- Building Your Brand (Training)
<http://www.sba.gov/training/buildingyourbrand.html>
- Targeting Your Market (Training)
<http://www.va-interactive.com/bankofamerica/resourcecenter/workshops/targetmarket/targetmarket.html>

Internet Marketing Resources from Government (Really) 5

- PR Tool Kit

<http://toolkit.prnewswire.com/smallbusinessadministration/writingtips.shtml>

- Guide to Federal Contracts for Women (make that anybody)

<http://www.sba.gov/training/womentoolkit.html>

Internet Marketing Resources from Government (Really) 6

Example from the previous Guide
Contracts Marketing 101: How to
Sell to the Government

- Register Your Company (CCR& Sub-Net)
- Find Contract Opportunities (FedBiz Opps)
- SBA Assistance

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- SBA's Marketing Mall

<http://www.onlinewbc.gov/docs/market/>

- Putting the Right Price on What You Sell

<http://www.onlinewbc.gov/docs/market/PuttingRightPrice.html>

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- 45 Free Government eMail Newsletters

<http://contacts.gsa.gov/listgov.nsf/FirstGovEmailListDistribution?Openform&ID=C42C8261D22B4E0C85256AEF006B8C8A>

Or, go to www.FirstGov.gov & look on bottom right

For Government Employees (Companies can look, too)

- Communicators Guide from the Federal Communicators Network (See marketing in Chapter 5)

<http://www.usda.gov/news/pubs/fcn/table.htm>

For Government Employees (Companies can look, too) 2

- New GSA Schedule 541
(formerly 7381)—public affairs,
marketing, graphic design, film,
exhibits

<http://www.gsaelibrary.gsa.gov/ElibMain/ScheduleSummary?scheduleNumber=738+I>



For Business and Government: Use Your Head—and Your Heart

- Get the big picture. Know your organization's goals
- Know your audience(s), stakeholders, and customers
- Create a team where everyone's ideas are welcome



For Business and Government: Use Your Head—and Your Heart 2

- Embrace diversity and accessibility—everybody wins
- Make a plan. Envision the outcome and it will come true
- Own the plan, own the results, no matter what your role



For Business and Government: Use Your Head—and Your Heart 3

- Involve employees, harness their energy, give them the message first
- Get outside partners, develop relationships, engage experts
- Sleep on it. You'll get answers in the morning



For Business and Government: Use Your Head—and Your Heart 4

- Love what you do: Infuse excitement in employees, customers, partners, and media
- Give away ideas. You can accomplish a lot if you don't care who gets the credit



For Business and Government: Use Your Head—and Your Heart 5

- Take risks. You can take the heat if something goes wrong
- Measure what matters
- Celebrate success—really! Throw a party to say thank you

For Business and Government: Use Your Head—and Your Heart 6

- Join the Federal Communicators Network (FCN). Write to:

listserv@listserv.gsa.gov

In the body of the message type:

**SUBSCRIBE COMNET-L YOUR
NAME (no period)**



For Business and Government: Use Your Head—and Your Heart 7

If you want me to announce your training, conferences, workshops, seminars, whatever, on the FCN listserv, send your message to me:

pat.wood@ots.treas.gov

For business, see next slide



For Business and Government: Use Your Head—and Your Heart 7

For company-sponsored conference notices to go out on the FCN listserv, you must have:
a government co-sponsor
or a government speaker or at least one other company as a sponsor. Message must have general relevance.



How to Reach Me

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